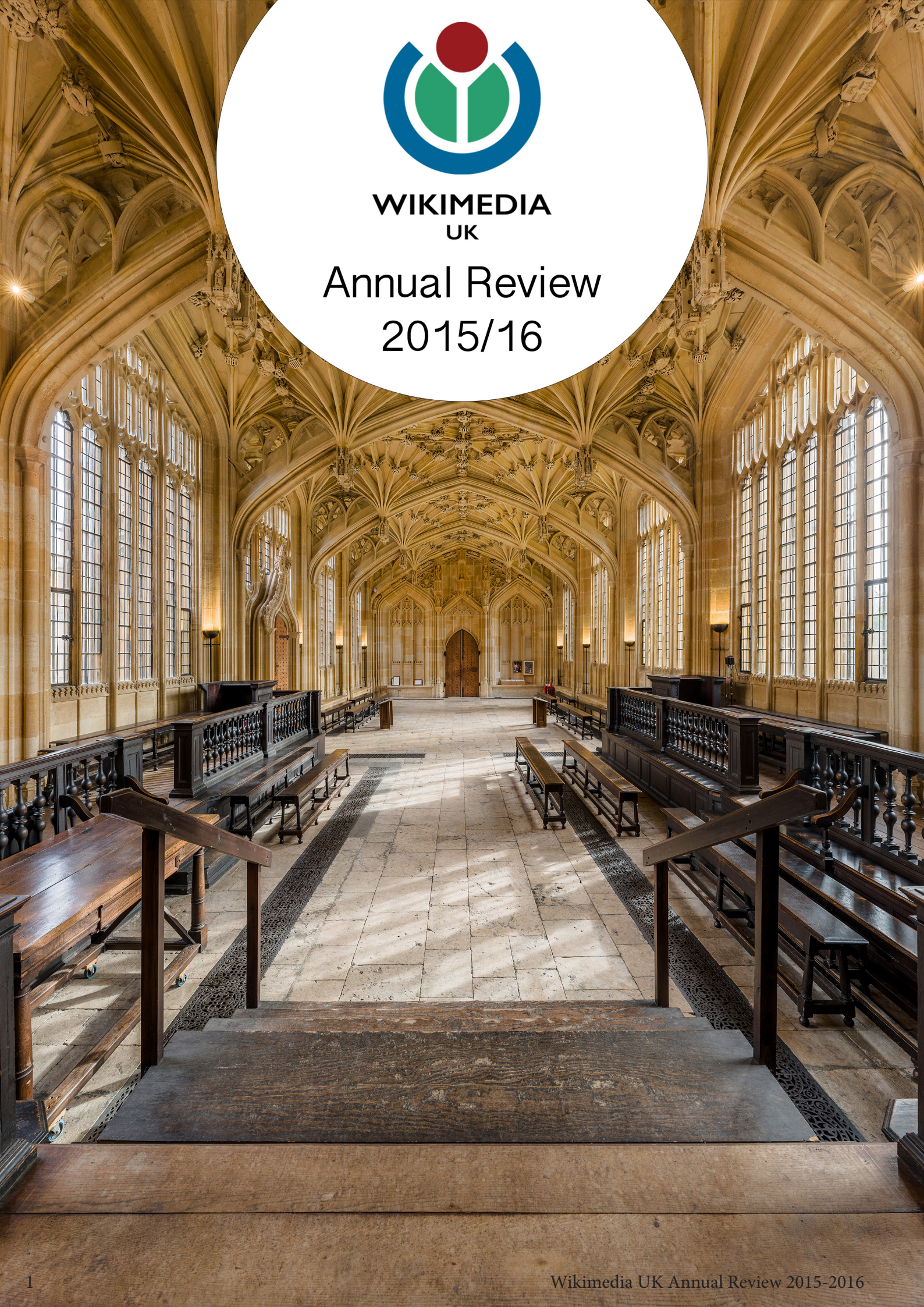




WIKIMEDIA
UK

Annual Review 2015/16



A Message from Michael Maggs



It's good to be able to report some significant developments over the past year. In July I was happy to announce that Lucy Crompton-Reid was to become our new Chief Executive. Lucy has nearly two decades of experience in the arts, charitable and public sectors. She brings not only extensive experience in volunteer engagement, strategic partnerships, media, education and fundraising, but also a real passion for participation.

Since starting in October, Lucy has been instrumental in revitalising and extending our charitable programmes as well as improving our public visibility and high-level contacts with potential partner organisations.

Our well established work with partner organisations has, we believe, considerable potential for improved reach and impact. Through consultation with our community we have established a new Partnership Advisory Board, including specialist trustees, partner contacts and volunteers with relevant expertise. The group will be meeting regularly and, among other things, will be bringing

“Our well-established work with partner organisations has, we believe, considerable potential for improved reach and impact.”

partner organisations together to address common roadblocks to greater open licensing, common positions on copyright advocacy, and the sharing of copyright expertise. The group will be supporting our staff in substantially enhancing our high-level contacts and activities within the relevant sectors.

At last year's AGM the board obtained members' approval to change the charity's articles to enable specialist non-trustee volunteers to become full voting members of our board committees. The change has been very successful in providing us with easy access to professional expertise as well as to some fresh independent and external perspectives.

This is a significant time for Wikimedia UK and for the open

knowledge sector more broadly. Although there are active legislative threats in some areas to limit public access to information, the increasing public expectation that educational content created with taxpayers' funds ought to be free for all provides us with unparalleled opportunities to help unlock access. We are determined to make the very best use of those opportunities.

I would like to express my warmest thanks to the staff team and volunteers of Wikimedia UK for all their work for the charity over the past year.

Michael Maggs
Chair

A Message from Lucy Crompton-Reid



I was delighted to join Wikimedia UK in October 2015, taking over from the Interim Chief Executive D’Arcy Myers. I received a warm welcome from staff, board, volunteers and partners, and it was immediately clear to me that everyone connected with the charity is deeply committed to free knowledge and excited about the potential for WMUK to achieve even greater impact in future. In particular, it’s wonderful to join an organisation with such an experienced, engaged and passionate body of volunteers. I hope that my appointment signals the start of a more stable period for Wikimedia UK, following a significant staff restructure that started in 2014 and was completed in the third quarter of 2015/16.

One of the key changes to the staff structure is a newly formed Programmes Team that brings together our partnership activity with volunteer engagement and community development. This team will build on our strong track record in developing successful partnerships with major institutions whilst integrating a new, project-based approach that

“Everyone connected with the charity is deeply committed to free knowledge and excited about the potential for WMUK to achieve even greater impact in the future.”

will enable us to work more effectively with volunteers. The restructure has also resulted in a new Senior Management Team, made up of the newly-created posts of Finance and Operations Director and Head of Programmes and Evaluation, with whom I am pleased to be working closely to take the organisation forward.

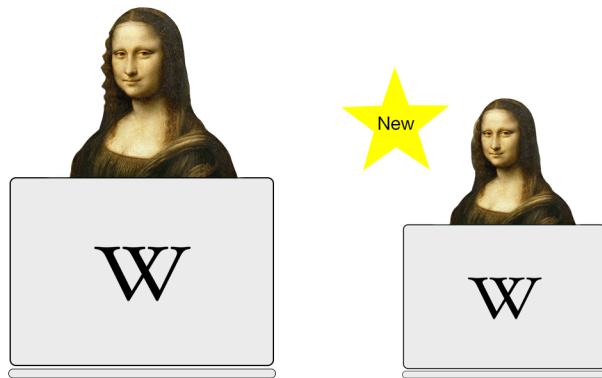
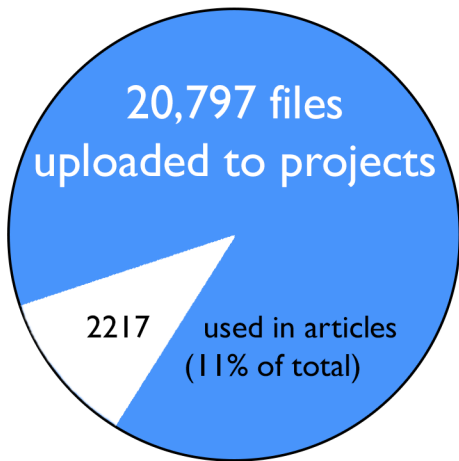
A short time into my new role I facilitated a board away day, as one of the first steps in developing a new strategic framework for the period 2016–19. It was inspiring to learn more about what motivates people to volunteer their time as a trustee of Wikimedia UK, and to identify a collective vision of contributing to a more tolerant, informed and democratic

society through the shared creation of, and access to, open knowledge.

Wikimedia UK believes that open access to knowledge is a fundamental right, and a driver for social and economic development. We work with the Wikimedia projects such as Wikipedia to enable people and organisations to contribute to a shared understanding of the world through the creation, distribution and consumption of open knowledge. We are committed to the ideal of a world in which every single human being can freely share in the sum of all knowledge, and believe that here in the UK, we can play a unique and important role in realising that vision. I’m delighted to join the Wikimedia movement at such a crucial time for Wikimedia UK, and am proud of the charity’s achievements in 2015/16, outlined in this report.

Lucy Crompton-Reid
Chief Executive

Global Metrics



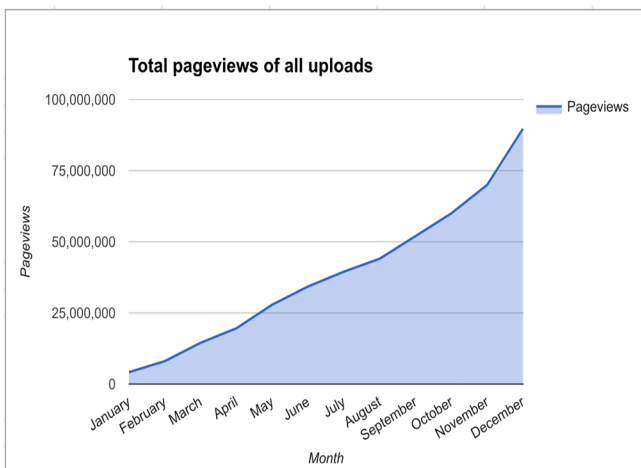
708 active editors 438 new editors

Read Edit

13072 articles added or improved across Wikimedia projects

68,430,511 bytes of data added
 = 11,405,085 words (approx)
 = 12.9 X the length of the collected works of Shakespeare

{{Citation needed}}



89,762,711 total pageviews in 2015/16

1856 individuals involved

524 total volunteers

70 leading volunteers

30% of those involved were women

Executive Summary

2015/16 has been a year of significant change for Wikimedia UK, with an organisational restructure starting in the autumn of 2014 and culminating in October 2015 with the appointment of our new Chief Executive. The remodelling of the team and associated redundancies brought some short-term challenges in terms of maximising our impact and reach. Despite this, the charity has continued to deliver high-quality work over the year, maintaining and developing our reputation with partners in the cultural sector and supporting our volunteer community.

The Wikimedian-in-Residence programme has undoubtedly been our strongest work to date and is an established model for engaging successfully with an institution from the Galleries, Libraries, Archives and Museums (GLAM) sector. It's a great indication of the growing success and profile of this programme that we established Wikimedians in Residence at Bodleian Libraries in Oxford, Museums Galleries Scotland, National Library of Wales, University of Edinburgh and the Wellcome Library. The latter two residencies are fully funded by the institutions themselves. We will continue to develop this model, with an emphasis on financial sustainability and



Pitt Rivers Museum Interior, Oxford, UK by User:Diliff CC BY-SA 3.0

legacy, whilst also exploring other partnership activities.

Our volunteers have continued to produce valuable work during 2015/16, and towards the latter half of the year the newly-formed Programmes Team began developing new approaches to working with and supporting this community. Whilst it's clear that the restructure damaged our relationship with the community in the short term – as evidenced by the volunteer survey undertaken in January 2016 – we are confident that the new structure will lead to a better, more integrated and strategic approach to working with volunteers in 2016 and beyond.

Communications and advocacy are an essential aspect of our role as the UK chapter for Wikimedia. Highlights for the year include our crucial work to

preserve freedom of panorama, and our support for the Open Coalition project. The final quarter of the year also saw Wikipedia's 15th birthday, for which we secured significant broadcast media coverage, and held a celebratory event for volunteers attended by Jimmy Wales.

Towards the end of the 2015/16 financial year the charity entered into a strategic planning process under the leadership of the new Chief Executive, involving a review of our strategy and the development of a more focused, mission-driven business plan for the next three years. From a financial perspective, the charity is also healthy, ending the year with a very small deficit - a significantly better position than originally budgeted.

Our Programmes

The 2015-16 programme was planned in line with the following five strategic goals:

- Developing open knowledge
- As a volunteer-led organisation, ensuring the effective use of the available resources
- Reducing barriers to accessing open knowledge
- Encouraging and supporting technological innovation
- Developing, supporting and engaging with other Wikimedia communities

The Wikimedian-in-Residence programme is now an established model for engaging successfully with partner institutions in order to develop open knowledge, and was key to many of our most significant outputs and outcomes in 2015/16. Some highlights included:

- 8,000 images from the Bodleian Libraries collection have been uploaded to Wikimedia Commons and are being seen by 3.2 million people a month
- Bodleian workshops were attended by a largely female audience (around 85%), and led to the improvement of more than 59 articles on women in science
- The Resident at Cancer Research UK improved content about cancer on Wikipedia. 220 images are being used in articles with over 16 million desktop views in 13 months.
- The Wikimedian in Residence at the Royal Society of Chemistry helped train chemists to share their information on Wikimedia projects



Coats Observatory medal 1883 - Image by Paisley Museum (CC BY-SA 4.0)

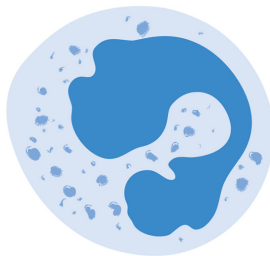
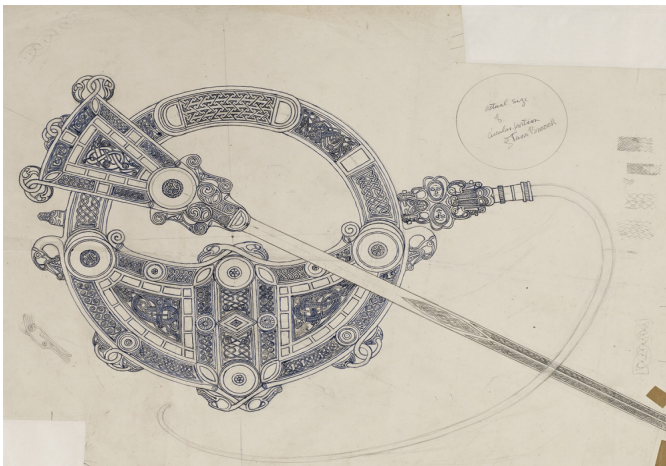
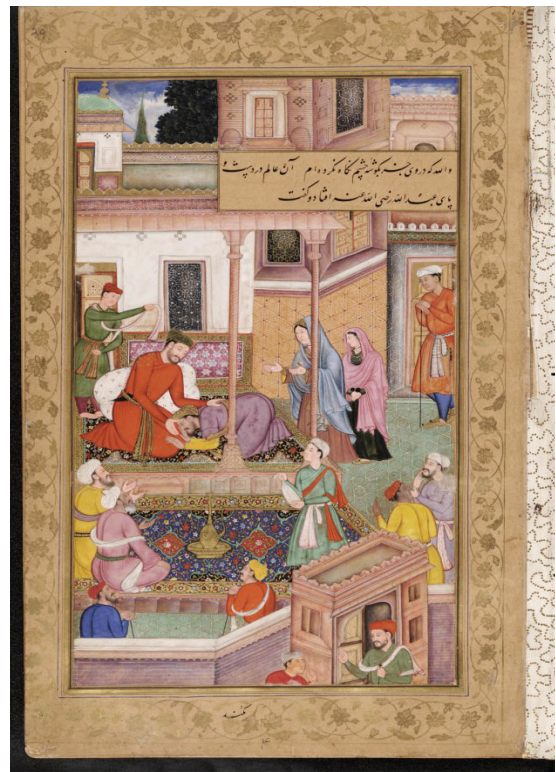


Diagram of a white blood cell - image by CRUK (CC BY-SA 4.0)



Drawing of Tara Brooch - image from Groam House Museum by (CC BY-SA 4.0)



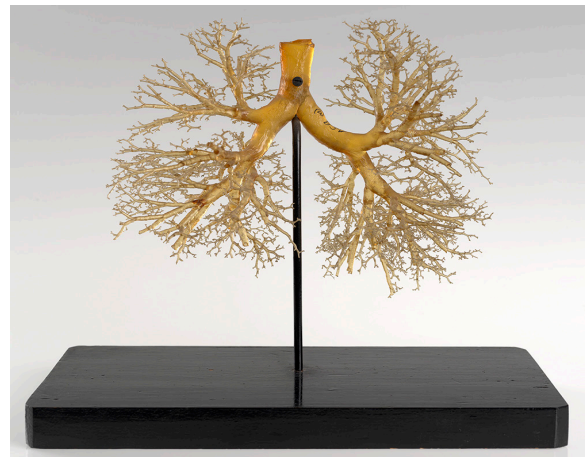
Mughal Manuscript - image from the Bodleian Library (CC Attribution 4.0 International)

Our Programmes

Despite reduced capacity to deliver Wikipedia in the Classroom, more than 100 students learned to edit Wikipedia as part of their studies and between them rewrote a hundred articles. This continued engagement has laid the foundations for working more closely with universities and in January we partnered with the University of Edinburgh to establish a Wikimedian in Residence programme.



WiR Ewan McAndrew at a University of Edinburgh editathon - image by Mihaela Bodlovic (CC BY-SA 4.0)



Casts of lungs, Marco resin, 1951 - image by Centre for Research Collections University of Edinburgh (CC SA 2.0)

Our newly restructured Programmes Team, bringing together the volunteer support and partnership development functions, will focus on the following key areas:

- Developing our community of volunteers, editors and members through training, competitions, community engagement and consultation, small project grants, and other forms of support
- Working in partnership with organisations from the cultural and education sectors in order to unlock content, remove barriers to knowledge, develop new ways of engaging with the public and enable learners to benefit from the educational potential of Wikimedia projects
- Supporting the development of open knowledge in the UK by increasing understanding of the value of open knowledge and advocating for change at an organisational, sectoral and public policy level



WMUK staff in December 2015 - image by WMUK (CC BY-SA 4.0)

Our Community

Our community of volunteers has always been central to the growth of Wikimedia projects in the UK. Volunteers help to shape the charity's goals and objectives, plan and run events, train new editors and improve content. After the recent restructuring of Wikimedia UK the staff and board want to listen to and work with our community more than ever, because we are only going to grow in influence and impact with your help.

Volunteers contribute hugely to our overall impact by helping to train new editors, upload content and create and edit articles. We want to get as many people as possible involved as members so you can contribute to shaping our direction and apply for project grants to improve areas in which we are lacking content. It has been a challenging time for us, so we thank you for staying with us and continuing to support our work and come to events; we really could not do this without you.



A survey of our volunteers in January 2016 revealed a mixed picture, with only 60% of respondents feeling that there were suitable volunteering opportunities in 2015 and a number of critical comments about a lack of communication. However the survey also points to a willingness to engage with the charity in future, with 80% saying that they were likely to continue volunteering with WMUK.

In the coming year, we hope to be able to show that the structural changes we have made to the organisation will result in a better experience for our volunteers. We want to provide more opportunities for people to get involved and to repay the faith of those who continue volunteering with us.

Volunteer-led projects supported by grants from Wikimedia UK were key to generating some of the content produced in 2015-16. Grants were awarded for a number of writing competitions as well as other activities, such as small grants for books and other reference materials, photographic projects, and financial support for running workshops. This last strand is expected to become more common in 2016 as we encourage volunteers to use project grants to plan and deliver training workshops.

Volunteer Writing Contests

Along with editathons, writing contests are one of the main ways we can encourage existing editors and help to create new ones.

In 2015-16 we funded and supported several volunteer-led Wikipedia writing contests, the Core Contest, the Stub Contest, and Take the Lead! We thank everyone involved in these contests - participants, judges, and organisers. Working together they have done some fantastic work and had a significant impact on Wikipedia.

Our work across the UK

As a national charity it's essential for Wikimedia UK to be working right across the country, and during 2015/16 we continued to develop a strong programme in both Wales and Scotland. We are very fortunate in having a dedicated member of staff in Wales, who has developed high-profile partnerships for Wikimedia UK that are focused on Welsh heritage and the Welsh language. Our Wikimedian in Residence at the National Library of Wales has also proved hugely successful.

Our work in Scotland has primarily been through Wikimedians in Residence (WiRs), with the National Library of Wales, Museums Galleries Scotland and the University of Edinburgh all participating in this programme - some of the highlights of which are below.



University of Edinburgh's Innovative Learning Week editathon - image by the University of Edinburgh (CC BY-SA 4.0)

Daria (WMUK) and Jason (Wikimedian in Residence) at the National Library of Wales - image by Llywelyn2000 (CC BY-SA 4.0)

GLAM: UK

Museums Galleries Scotland

Sara Thomas was WiR at MGS from January 2015 for 18 months. Seconded to Glasgow Museums for the first four months, she initiated a Wiki Working Group to train staff, ran 18 events and workshops and generated a lot of good press. Sara worked with a significant number of small museums - reaching over 100 external organisations.

National Library of Wales

Jason Evans, WiR at the National Library of Wales held nine public edit-a-thons attended by over 100 participants, leading to over 300 articles being

created or improved and over 80,000 edits. The residency led to the development of a business case for greater open access, with 7437 digital images added to Wikimedia Commons, and a further 140,000 images identified for future upload.

National Library of Scotland

Ally Crockford was WiR at the NLS from July 2013 until March 2015. The project attracted a lot of media interest and helped to raise awareness of Wikimedia UK in Scotland and build a community of interested partners there which continues to bear fruit.

University of Edinburgh

Ewan McAndrew was appointed WiR

in January 2016 for a 12 month period. Although he has only just started, Ewan has been running many training workshops to embed the idea of open knowledge in the educational process.

York Museums Trust extension

Extended from July 2014-July 2015 with Museums Development Yorkshire, the project aimed to build a sustainable community of museum professionals and Wikimedians to continue to open up collections across the country. It proved difficult to establish such a network but the experience was useful in understanding challenges and helping to design similar projects in the future.

Diversity

Wikimedia UK remains committed to diversifying both the content of the Wikimedia projects and our own community of volunteers and editors, with a particular focus on gender diversity.

A number of events took place during the year with the aim of improving content on notable women in Wikipedia, and we continue to attract high numbers of female attendees to our events.

We have held editathons with themes focusing on women in different areas: on medieval women with a particular focus on Welsh



Map of the origins of items held in the Bodleian Library - image by Martin Poulter (CC BY-SA 4.0)

and Irish women; Art+feminism; women in science, technology, engineering and maths editathons, a symposium to improve coverage on Wikipedia of women and food; women on the honour roll of Glasgow School of Art who are unrepresented on Wikipedia and on women architects on Wikipedia including alumni



The Hepworth Wakefield's Art and Feminism editathon - image by Samwalton9 (CC BY-SA 4.0)

of the Architectural Association. One notable theme was the Ada Lovelace Bicentenary with events taking place in Oxford, Wales,

Edinburgh and Cambridge aimed at creating or improving articles on women's achievements in STEM.

We believed that our work on gender equality is crucial in the context of the significant

gender gap within the wider body of Wikimedia editors and will continue to be a priority in 2016/17. We have also started to address other aspects of diversity, with a partnership project with Disability Arts Online involving disabled writers, and events at Brixton's Black Cultural Archives.

“Most of the new editors at a Brixton's Black Cultural Archives event were women. In this case, a doubly marginalised community on Wikipedia. Of course, turning enthusiasm into regular contributions is an ongoing challenge. They all have their WMUK booklets, and we will encourage them to study in earnest for a follow-up event.”

— User:Edwardx.

Future Plans

As part of our strategic review towards the end of the year, we looked at the work we are delivering in order to develop open knowledge and identified our three key programme strands going forward as: Community, Partnerships and Advocacy.

Community

Volunteers are central to Wikimedia UK, and this programme strand is focused on attracting, developing and supporting our community of volunteers, editors and members. Our approach is one of partnership and collaboration between staff and volunteers, and our activities include training, competitions, community engagement and consultation, small project grants, and other forms of support.

We involve volunteers directly in the management of the charity through our Evaluation Panel, which embeds volunteers into day-to-day decision-making, and draw on volunteer expertise in the development of new programmes.

We participate where we can in global projects to attract new editors, and contribute to a shared understanding of community development across the movement through involvement in events like the Wikimedia Conference and Wikimania.

Partnerships

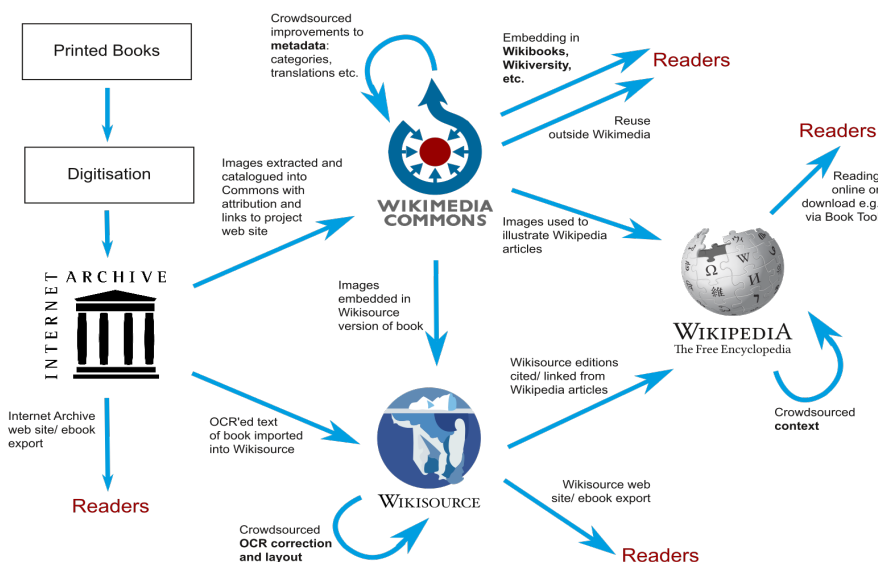
Wikimedia UK works in partnership with organisations from the cultural and education sectors and beyond in order to unlock content, remove barriers to knowledge, develop new ways of engaging with the public and

enable learners to benefit fully from the educational potential of the Wikimedia projects. During the period 2016 - 19 we will have a particular focus on opening up minority heritage assets, including those connected with the Welsh and Gaelic language as well as other minority ethnic and linguistic communities in the UK.

As part of our extensive partnership work we will also participate, where appropriate for our context, in global projects such as Art + Feminism - particularly where these resonate with our own strategic priorities. Wikimedia UK's partnership working will be informed at a strategic level by the Partnerships Advisory Board.

Advocacy

Advocating for open knowledge is an important aspect of our work and happens at many levels within our community and partnership programme strands. Indeed, communicating the value and benefit of open knowledge, and encouraging organisations to become more open, is a vital element of our work with partners and our broader public engagement activities. This programme strand also includes how we advocate for change in public policy and legislation, which is an important aspect of delivering our vision and mission, and will be shaped by the



Flowchart showing how a digitised historical book can reach a large audience, and be improved, by being shared on Wikisource via the Internet Archive - image by MartinPoulter Jisc (CC BY-SA 4.0)

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